

Product Expert Brochure for Role Play

Your job is to create a Brochure/Newsletter that you can provide a potential customer that will assist them in learning more about the product, options and accessories, services and guarantees, pricing, and delivery. The literature created needs to contain images to support your product or service and that it includes the following information and be created in an effective professional manner.

1.) Product Data and Specifications

Identify and include at least 8 major data and specifications about the your product you believe to be critical components of the product. For each feature you must include the benefit

* Benefits should be listed along with each core offering to emphasize what it will provide customers.

2.) Product Options

This section needs to include the different options available in selecting the core product and how it can be adapted to fit the different customers needs and wants. Make sure they are clearly identified and demonstrate their differences to the customer.

3.) Accessories

Identify at least 5 accessories (specific) that would enhance you the meeting experience at the hotel conference center. These accessories should also be described in terms of data/specifications, price, and other needed characteristics.

4.) Service/Maintenance/Guarantees

This section needs to explain to the customer the different services that you and your company can provide, the potential and needed maintenance that the product/service requires, and the implied or expressed guarantees that are included from the manufacturer as well as what you offer the customer.

5.) Pricing and Delivery

Demonstrate in the literature the pricing options for the products/services and include any other associated costs that may be associated with the product/service (accessories/options). Then, describe how the customer may obtain the product or service in your place of business.

6.) Company Policies and Information

Include at least 3 items that will help the customer better understand your company and its policies/procedures/support services for the product described.

Rubric for Brochure

0	1	2	3
Student does not demonstrate any knowledge of the product/service needed to assist the customer.	The student demonstrates some knowledge of the product/service but needs to consistently reference the guides to give the proper responses.	The students demonstrates a solid understanding of the product/service and rarely references the support guide. The guide is used as a checking method for the student.	The student demonstrates product/service expertise and does not need the support of the guide unless a clarification is needed by the customer.